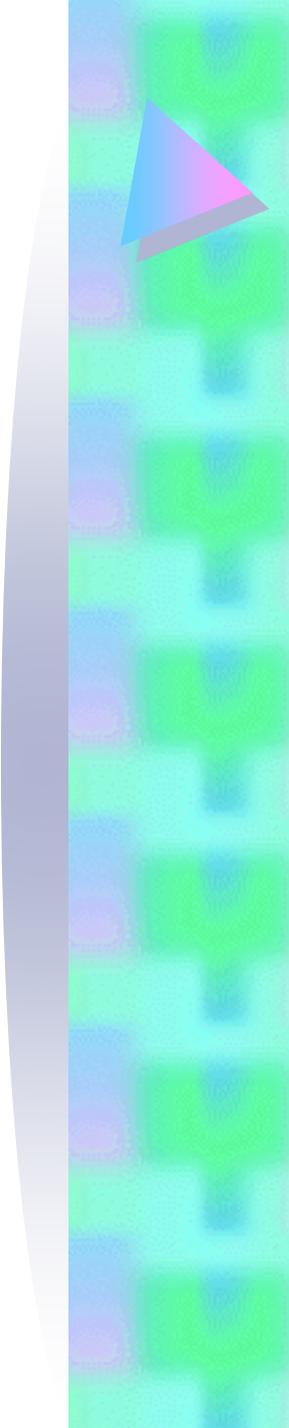
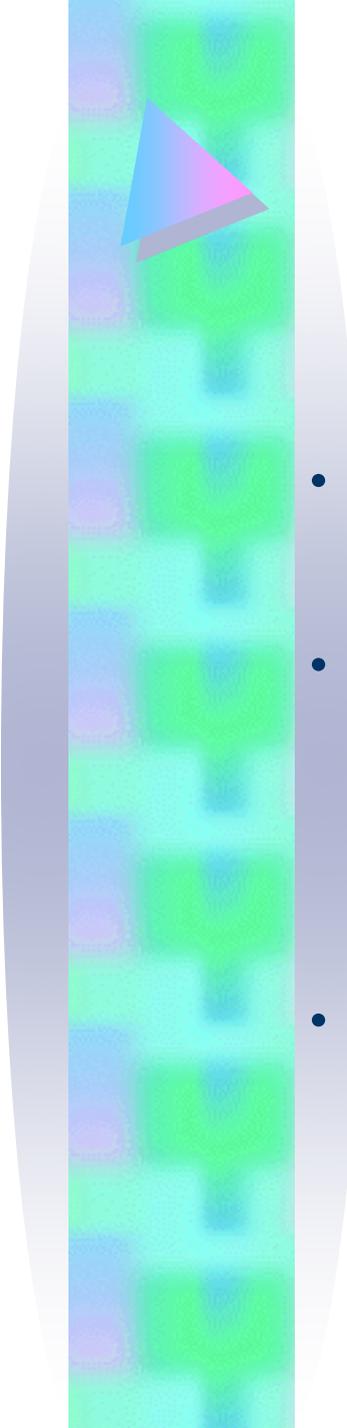


**Economic Development:
Crawford County,
Michigan**



What is Economic Development (ED)?

- **ED is about the Economy and the Community** - two sides of the same coin.
- ED is not just about jobs – **it's about creating wealth**. When wealth is created, jobs follow.
- ED does not happen in isolation from other aspects of the community, e.g., the environment, quality of life, education, traffic, housing, healthcare, transportation, etc. are all part of ED.
- ED is planning, environmental stewardship, creating and shaping policy, leadership, facilitating, being a catalyst, problem solving, and providing administrative support to business and government. First and foremost, **ED is about being a change agent for the community!**
- ED is local, regional and global and requires high speed internet bandwidths to interact. Today you start global, then move to local.
- ED is long term. It's about creating an identity, then promoting it.
- **ED is a team process. It requires partnerships that are open, honest, and cooperative.**
- ED requires leadership. You get Smarter, or you get poorer.
- ED requires community preparedness to move forward.
- ED is about preparing for the future while moving forward daily.
- **ED is complex, it's really about everything in your community**



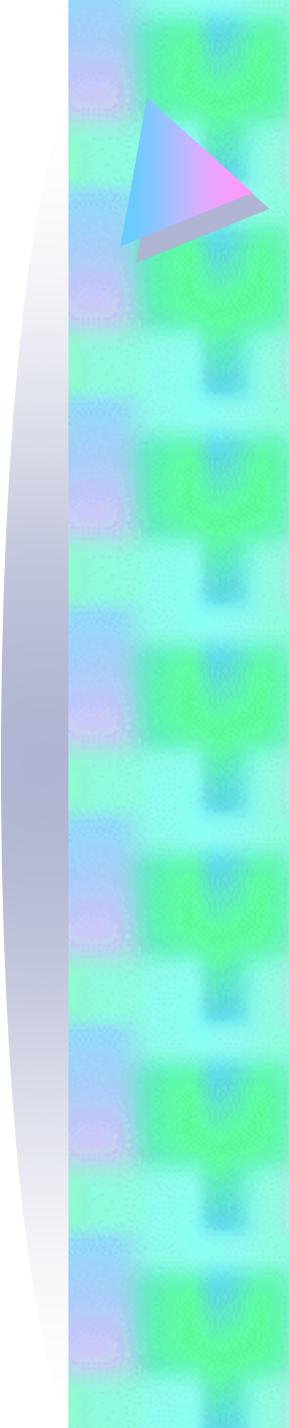
Evolution of the Crawford County Economic Development Partnership * CCEDP *

- Individuals interested in Crawford County's Economic Development began meeting following the CAT (Community Assessment Team) report in May, 2003.
- It became very clear: an Economic Development Corporation (Partnership) with an executive director is essential to interact with MEDC and organize and promote economic development in the county. Unless the county has an EDC for outsiders interested in locating in our area to contact, economic development will not occur.
- The Crawford County Economic Development Partnership Steering Committee began meeting in December, 2003 which morphed into the CCEDP as a non-stock, nonprofit Michigan Corporation with a Board in June, 2004. A search for an experienced economic development executive director will begin as soon as the fundraising is completed.

Why do we need an Economic Development Corporation?



- Our area has been out of Michigan's Economic Development (MEDC) mainstream while some surrounding areas have flourished. A modern economic development corporation is necessary for Crawford County to participate in MEDC's renewed activity in economic development statewide.
- Our recent market study is one of the largest performed in the state of Michigan to date and needs an economic development corporation for implementation.
- Many groups and individuals generate great ideas and take on worthwhile projects but need centralized help coordinating their efforts. CCEDP will provide that coordination.
- Our downtown area DDA needs support services in reversing deterioration from vacant buildings in an unattractive setting. CCEDP will provide that assistance.
- The City and 4 Mile Road industrial parks are stagnant due to the lack of coordination to develop attractive, competitive packages for potential new businesses. CCEDP will provide that coordination.
- Creation and retention of jobs in our county will improve through assistance from CCEDP.



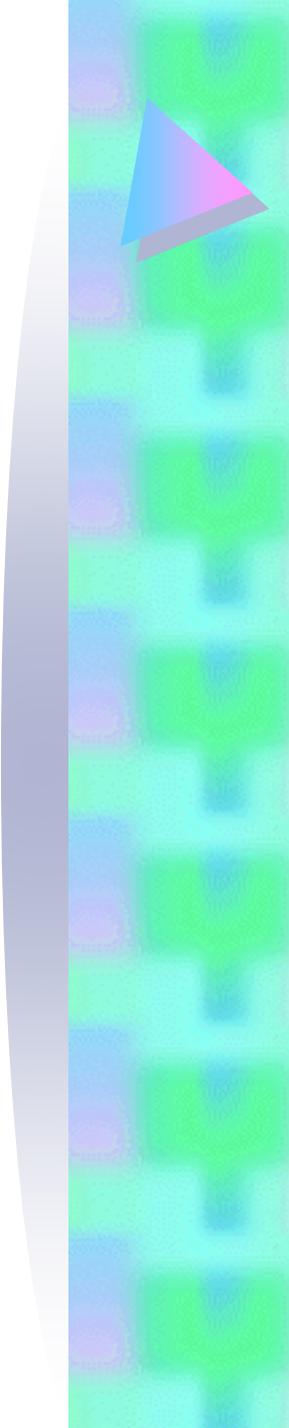
How can CCEDP make this happen?

- Identify problems and develop solutions through open and honest discussion throughout the county. We either get “smarter,” or we get “poorer.”
- Maintain the momentum that is there. Community leaders from both public and private sectors are ready to make this happen.
- Copy Similar Economic Development efforts around the country that are successful. In today’s world, competition for economic growth is fierce and won’t happen unless a community has an competitive organized effort with a professional director.

Proposed solution



- Formation of the Crawford County Economic Development Partnership
 - Public/Private 501C3 corporation
- Secure initial funding based on three year financial commitments locally
- Hire an Economic Development Director for Crawford County
- Start with strategic goals and a three year implementation plan

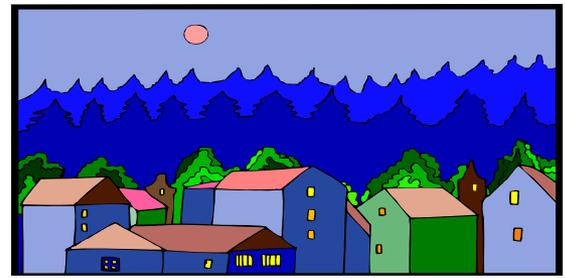


Our mission . . .

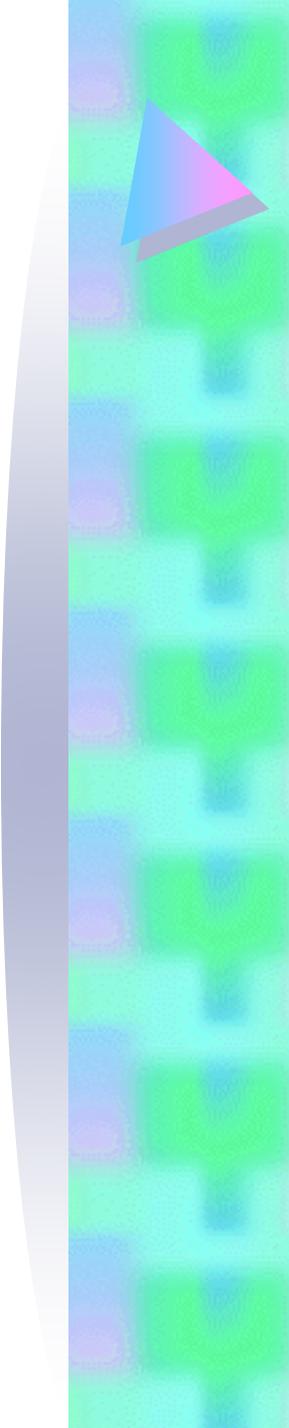


- Our mission is to encourage and support the retention and expansion of existing services, commerce, and manufacturing, attract new business and industry, improve the quality of life, enhance and protect the natural resources, and maintain a small town atmosphere for the county.

Our vision . . .



- A friendly, progressive community in the Heart of Michigan reflecting it's Milltown heritage;
- Residents with state of the art health care, diverse educational opportunities including coordinated work force training, and a chance to achieve their dreams;
- Growth industries with good paying jobs in a balanced economy are attracted and retained;
- Commerce is supported as it supplies a wide variety of essential products in a pleasant setting;
- All modes of transportation are present and move efficiently and quietly while supporting the area's economic growth;
- The rivers, lakes, and forests are protected and provide a peaceful atmosphere all year for the resident's leisure and recreation while attracting tourists;
- Cultural resources are available and historical sites are restored and preserved;
- Community leadership is stable, efficient, and responsive to the challenges ahead in the 21st Century.



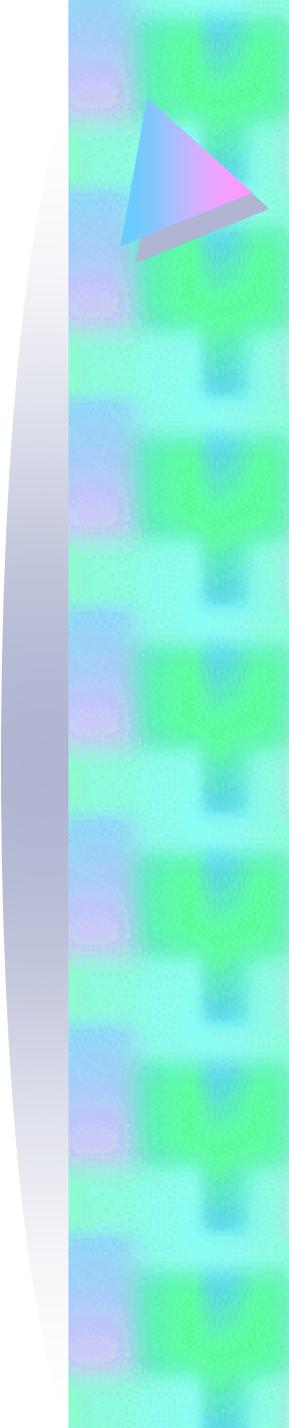
To accomplish our vision

- CCEDP by partnering with the people, the organizations, the businesses, and the local leadership, will provide an organizational structure to aggressively guide with focus and innovation the Crawford County community toward achieving this Vision.

Our strategic goals . . .



- 1) Concentrate on retaining and expanding existing commerce and manufacturing
- 2) Assist the Downtown Development Authority with its mission
- 3) Create an environment for “Clustering” to recruit new business and industry
- 4) Assist with infrastructure improvement and update legislation as needed
- 5) Coordinate the development of natural resources for leisure and recreational use
- 6) Assist in the expansion of work force education and health care services
- 7) Provide economic education in the community and promote involvement by residents.
- 8) Assist in historical restoration and preservation
- 9) Encourage cultural enhancement



Fund raising plan

Partners (business and public entities)
will be approached for their

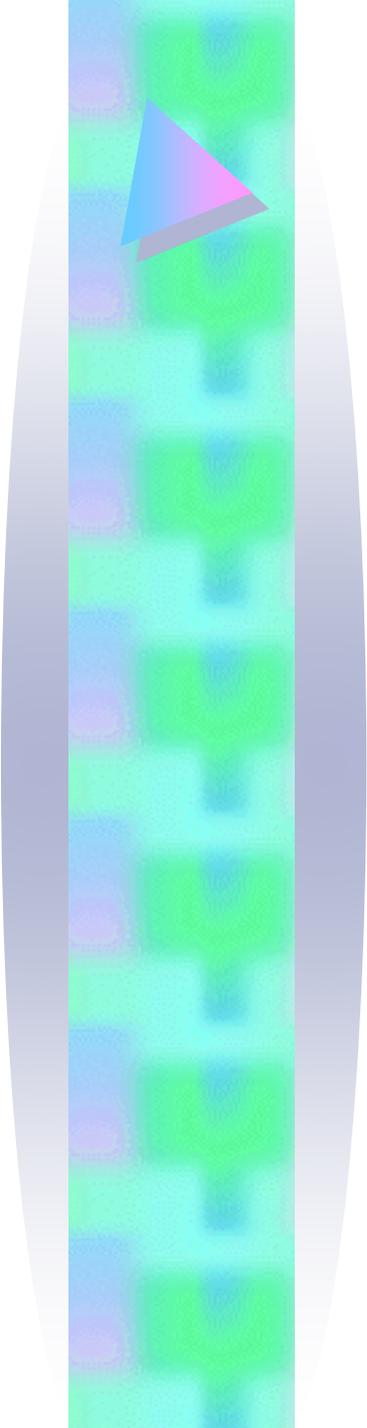
Three Year Pledge commitment

to fund the

\$100,000 annual budget

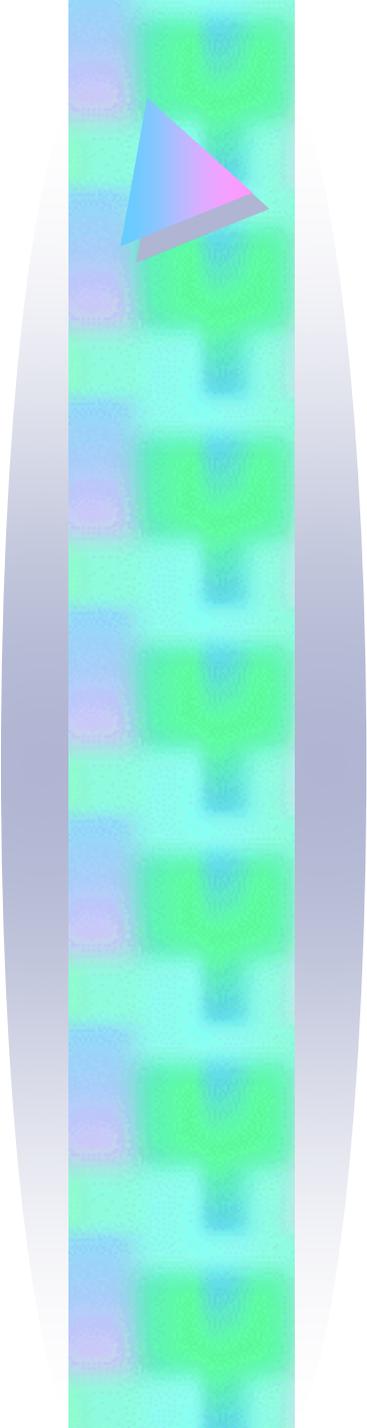
for a

Total budget of \$300,000



Fundraising: Commitment by category

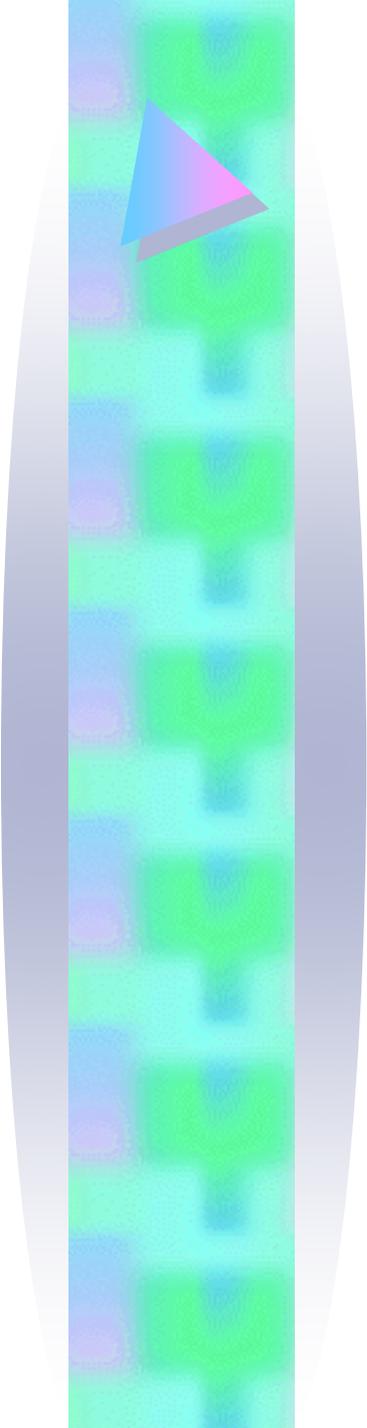
- Small Retail / Service 15%
- Large Retail / Service 20%
- Small Industrial 10%
- Large Industrial 5%
- Professional 10%
- Governmental 33%
- Organizations/Friends 7%



Organizations that have pledged their
Financial Commitment to the

CCEDP

- City of Grayling
- Crawford County
- Gannon Broadcasting Systems
- Grayling Regional Chamber of Commerce
- Grayling Township
- Grayling Visitors Bureau
- Holiday Inn
- Mercy Hospital



CCEDP Board

Terry Wright, Chair (Grayling Township)

Dave Stephenson, Vice Chair (AJD Forest Products)

Stephanie Riemer-Matuzak, Secretary (Mercy Hospital)

Phil Lewis, Treasurer (Grayling Generating Station)

John Alef (Citizen's Bank)

Paul Compo (Crawford County)

Kay Cosgray (Michigan Works)

Milli Haug (Crawford Ausable Schools)

William T. Johnson (Frederic Township)

Keith Kenney (EZ Built Homes)

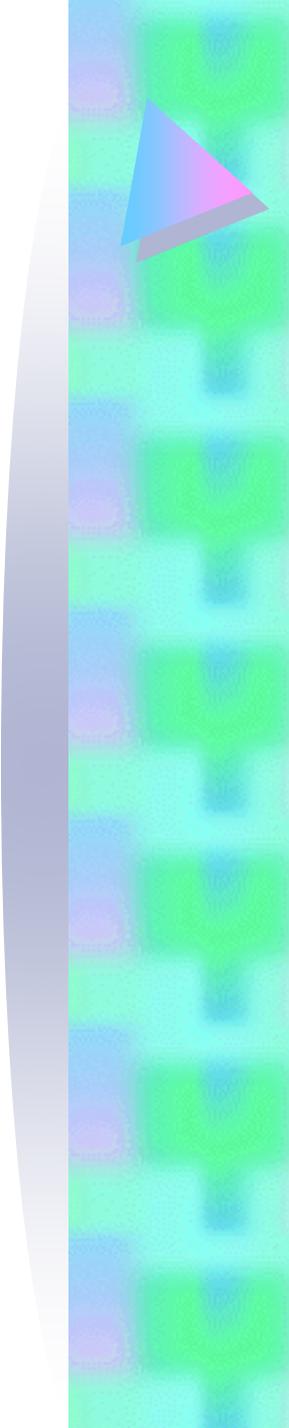
Allen Lowe (City of Grayling)

Lee Riley (Beaver Creek Township)

John Sloan, DO (County Retiree)

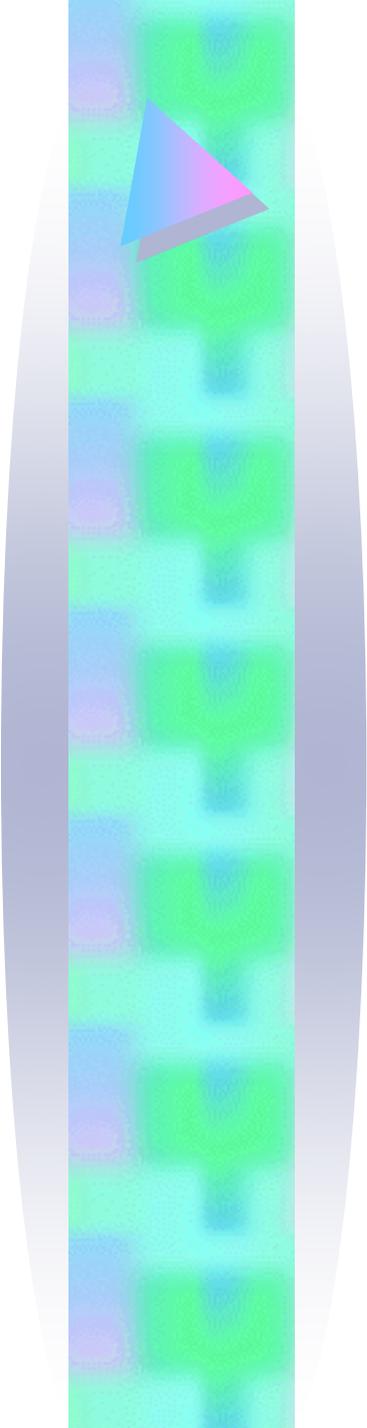
Bob White (Northland Area Federal Credit Union)

Tim Zigila (Chamber of Commerce)



What's next?

- Newspaper articles and Radio discussions have recently announced CCEDP's formation, described its Mission, and identified the Board of Directors.
- Open meetings are being held to explain CCEDP to the community and answer questions.
- Recruitment teams from the CCEDP Board are meeting with businesses and citizens throughout the community to discuss our mission and vision, and obtain support.
- An Executive Director will be recruited and hired and an office established once financing is secure.
- Committees will be formed in the community to develop and implement action plans for specific economic priorities.



What happens after the first three years?

- We will review and report our progress
- We will earn your continued support and request new pledges
- We will be “Smarter, not Poorer”

**A bright future
for Crawford County . . .**

The Crawford County Economic Development Partnership

